

### **IN THE CLAIMS**

Please amend the claims as follows.

1. (Currently Amended) A method for allowing content to be broadcast without commercial interruption, yet letting ~~the company or companies sponsoring a sponsor of the broadcast offer purchasing incentives to viewers to watch the broadcast,~~ the method comprising:

receiving a broadcast with embedded information about the broadcast, said embedded information being provided to allow construction of a viewing record of the broadcast, the embedded information including information indicative of one or more sponsors of the broadcast;

extracting and displaying content from said broadcast without commercial interruption to a viewer;

extracting said embedded information from said broadcast;

storing said embedded information;

collecting viewer information including a user identifier and information indicative of an amount ~~of the broadcast viewed by the viewer, specific incentives being based in part on the amount of the broadcast viewed by the viewer, of time the viewer spent watching a sponsored broadcast,~~ wherein the collected viewer information is not collected in response to prompted viewer feedback provided by the viewer as part of viewer participation in an interactive reward program;

sending said stored embedded information and viewer information to a remote computer to allow said remote computer to construct said viewing record; and

providing ~~the specific incentives to the viewer based on said viewing record, the viewing record including viewer information obtained without prompted viewer feedback provided by the viewer as part of viewer participation in an interactive reward program, the specific incentives~~ including information indicative of one or more sponsors of the broadcast.

2. (Currently Amended) A method for allowing content to be broadcast without commercial interruption, yet letting ~~the company or companies sponsoring a sponsor of the broadcast offer purchasing incentives to viewers to watch the broadcast~~, the method comprising:
- receiving a broadcast with information about the broadcast embedded into the broadcast at regular time periods, said information including timestamps each identifying a time slice during which the broadcast is received, the embedded information including information indicative of one or more sponsors of the broadcast;
- extracting and displaying content from said broadcast without commercial interruption to a viewer;
- extracting said embedded information from said broadcast;
- incrementing counters for counting time slices during which said broadcast is received;
- storing said embedded information and said counter values;
- collecting viewer information including a user identifier and information indicative of an amount of the broadcast viewed by the viewer, specific incentives being based in part on the amount of the broadcast viewed by the viewer, of time the viewer spent watching a sponsored broadcast, wherein the collected viewer information is not collected in response to prompted viewer feedback provided by the viewer as part of viewer participation in an interactive reward program;
- sending said embedded information, said counter values and viewer information to a remote computer to allow a viewing time to be determined; and
- providing the specific incentives to the viewer based on said embedded information and the viewer information obtained without prompted viewer feedback provided by the viewer as part of viewer participation in an interactive reward program, the specific incentives including information indicative of one or more sponsors of the broadcast and said viewing time.

3. (Currently Amended) A method for allowing content to be broadcast without commercial interruption, yet letting ~~the company or companies sponsoring a sponsor of the broadcast offer purchasing incentives to viewers to watch the broadcast~~, the method comprising:

embedding information along with the broadcast content, said embedded information including information that allows viewer information to be determined, the viewer information including information indicative of an amount of the broadcast viewed by a remote viewer, specific incentives being based in part on the amount of the broadcast viewed by the remote viewer a viewing time of said broadcast content to be determined, the embedded information including information indicative of one or more sponsors of the broadcast; and

broadcasting said content with said embedded information to the a remote viewer of the content without commercial interruption, the embedded information enabling a remote computer to retain the viewing time, information indicative of one or more sponsors of the broadcast, and to determine the viewer information, the viewer information further including a user identifier and the information indicative of an amount of the broadcast viewed by the remote viewer, specific incentives being based in part on the amount of the broadcast viewed by the remote viewer and information indicative of an amount of time the remote viewer spent watching a sponsored broadcast, wherein the viewer information is not determined collected in response to prompted viewer feedback provided by the remote viewer as part of remote viewer participation in an interactive reward program.

4. (Currently Amended) The method of claim 3 further comprising:

obtaining the stored embedded information so as to determine said viewer information viewing time; and  
sending specific incentives to said remote viewer based on said viewer information viewing time, the viewer information being determined without prompted viewer feedback provided by the remote viewer as part of remote viewer participation in an interactive reward program.

5. (Currently Amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring a sponsor of the broadcast offer purchasing incentives to viewers to watch the broadcast, the method comprising:

embedding information along with the broadcast content at regular time periods, wherein said embedded information, when collected over time, allows a viewing record of the broadcast to be determined, the embedded information including information indicative of one or more sponsors of the broadcast; and

broadcasting said content with said embedded information without commercial interruption to a remote viewer of the content, the embedded information enabling a remote computer to retain the viewing record, information indicative of one or more sponsors of the broadcast, and viewer information, the viewer information including a user identifier and information indicative of an amount of the broadcast viewed by the remote viewer, specific incentives being based in part on the amount of the broadcast viewed by the remote viewer ~~information indicative of an amount of time the remote viewer spent watching a sponsored broadcast~~, wherein the viewer information is not collected in response to prompted viewer feedback provided by the remote viewer as part of remote viewer participation in an interactive reward program.

6. (Currently Amended) The method of claim 5 further comprising:

providing collected embedded information about said broadcast at a predetermined time; from said collected embedded information, determining a number of time slices during which the broadcast is received by the remote viewer; and

sending specific incentives to said remote viewer based on said time slices, the time slices being obtained without prompted viewer feedback provided by the remote viewer as part of remote viewer participation in an interactive reward program.

7. (Currently Amended) A method for allowing content to be broadcast without commercial interruption, yet letting ~~the company or companies sponsoring a sponsor of~~ the broadcast offer ~~purchasing~~ incentives to viewers to watch the broadcast, the method comprising:

receiving information representing a viewing record including information related to a ~~remote~~ viewer's viewing of a broadcast without commercial interruption, the viewing record including information indicative of one or more sponsors of the broadcast and viewer information including a user identifier and information indicative of an

amount of the broadcast viewed by the viewer, specific incentives being based in part on the amount of the broadcast viewed by the viewer, of time the viewer spent watching a sponsored broadcast, wherein the viewer information is not collected in response to prompted viewer feedback provided by the remote viewer as part of viewer participation in an interactive reward program; and sending specific incentives to the remote viewer based on said viewing record including information indicative of one or more sponsors of the broadcast, the viewing record including viewer information obtained without prompted viewer feedback provided by the viewer as part of viewer participation in an interactive reward program.

8. (Currently Amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring a sponsor of the broadcast offer purchasing incentives to viewers to watch the broadcast, the method comprising:

receiving information about a remote viewer's viewing of a broadcast without commercial interruption, the received information including information indicative of one or more sponsors of the broadcast;

receiving counter values representing the number of time slices viewed by the remote viewer;

collecting viewer information including a user identifier and information indicative of an amount of the broadcast viewed by the viewer, specific incentives being based in part on the amount of the broadcast viewed by the viewer, of time the viewer spent watching a sponsored broadcast, wherein the collected viewer information is not collected in response to prompted viewer feedback provided by the remote viewer as part of remote viewer participation in an interactive reward program;

and

sending specific incentives to the remote viewer based on said information received, including information indicative of one or more sponsors of the broadcast, the viewer information, and said counter values received, said information received being obtained without prompted viewer feedback provided by the remote viewer as part of

remote viewer participation in an interactive reward program.

9. (Currently Amended) A method for allowing content to be broadcast without commercial interruption, yet letting ~~the company or companies sponsoring a sponsor of~~ the broadcast offer purchasing incentives to viewers to watch the broadcast, the method comprising:

receiving information representing a viewing record including information related to a remote viewer's viewing of a broadcast without commercial interruption, the viewing record including information indicative of one or more sponsors of the broadcast, the viewing record further including information indicative of a user identifier and information indicative of an amount of the broadcast viewed by the remote viewer, specific incentives being based in part on the amount of the broadcast viewed by the remote viewer, of time the viewer spent watching a sponsored broadcast, wherein the information representing a viewing record viewer information is not collected in response to prompted viewer feedback provided by the remote viewer as part of remote viewer participation in an interactive reward program;  
searching a database for information about sponsors of the content of said broadcast and the specific incentives offered by said sponsors;  
creating a Web page containing links to all sponsor incentive websites and to specific incentives based on said database information and said viewing record; and sending said Web page to said remote viewer.

10. (Currently Amended) A method for allowing content to be broadcast without commercial interruption, yet letting ~~the company or companies sponsoring a sponsor of~~ the broadcast offer purchasing incentives to viewers to watch the broadcast, the method comprising:

receiving information representing a viewing record including information related to a remote viewer's viewing of a broadcast without commercial interruption, the viewing record including information indicative of one or more sponsors of the broadcast and viewer information including information indicative of an amount of the broadcast viewed by the remote viewer, specific incentives being based in part on the amount of the broadcast viewed by the remote viewer, of time the viewer spent watching a

sponsored broadcast, wherein the viewer information is not collected in response to prompted viewer feedback provided by the remote viewer as part of remote viewer participation in an interactive reward program; receiving counter values representing the number of time slices during which the broadcast was viewed by said remote viewer; searching a database for information about sponsors of the content and the specific incentives offered by said sponsors; creating a Web page containing links to sponsor incentive websites and to specific incentives based on said database information, said viewing record, and said counter values; and sending said Web page to said remote viewer.